

# CONTRACT



**WAVE-TV**  
 725 South Floyd Street  
 Please use this for correspondence on  
 Louisville, KY 40203  
 (502) 585-2201

wave3.com

And:

**Waterfront Strategies**  
 3050 K Street NW  
 Washington, DC 20007

<u>Contract / Revision</u> 836002 /		<u>Alt Order #</u> 06373746
<u>Product</u> SENATE MAJORITY PAC		
<u>Contract Dates</u> 10/17/12 - 10/23/12		<u>Estimate #</u> 2079
<u>Advertiser</u> Majority Pac		<u>Original Date / Revision</u> 10/17/12 / 10/17/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WAVE	<u>Account Executive</u> meghan mcgarr	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 94	<u>Product Code</u> 100
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
1	WAVE	10/17/12	10/19/12	Days of Our Lives-WAVE	1-2P		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				1	\$225.00			
2	WAVE	10/17/12	10/19/12	WAVE 3 News 11am	11-1130am		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				1	\$125.00			
3	WAVE	10/17/12	10/19/12	America Now 1130am-12pm	1130am-12pm		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				1	\$90.00			
4	WAVE	10/17/12	10/19/12	Tonight Show	1135pm-1237xm		:30			NM	2	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$170.00			
5	WAVE	10/17/12	10/19/12	WAVE 3 Listens 12pm	12-1pm		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				1	\$90.00			
6	WAVE	10/17/12	10/19/12	Extra 230-3p	2-3p		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				1	\$90.00			
7	WAVE	10/17/12	10/19/12	3-4pm (Mon-Fri)	3-4pm		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				1	\$200.00			
8	WAVE	10/17/12	10/19/12	4-5pm (Mon-Fri)	4-5pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				1	\$300.00			
9	WAVE	10/17/12	10/19/12	WAVE 3 News 5-530pm	5-530pm		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$450.00			
10	WAVE	10/17/12	10/19/12	WAVE 3 News 530-6pm	530-6pm		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$500.00			
11	WAVE	10/17/12	10/19/12	WAVE 3 News 6-630pm	6-6:30pm		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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**725 South Floyd Street**  
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**Louisville, KY 40203**  
**(502) 585-2201**

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<u>Contract / Revision</u> 836002 /		<u>Alt Order #</u> 06373746
<u>Contract Dates</u> 10/17/12 - 10/23/12		<u>Product</u> SENATE MAJORITY PA
		<u>Estimate #</u> 2079
<u>Advertiser</u> Majority Pac		<u>Original Date / Revision</u> 10/17/12 / 10/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$600.00			
12	WAVE	10/17/12	10/19/12	WAVE Sunrsie III 6-7am	6-7am		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$350.00			
E 13	WAVE	10/17/12	10/19/12	NBC Nightly News	NBC Nightly News		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$1,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WAVE	10/15/12-10/21/12	NBC Nightly News	NBC Nightly News	---WThF----	:30		<del>\$1,000.00</del>	NM		
	Credited											
	2	WAVE	10/15/12-10/21/12	NBC Nightly News	NBC Nightly News	---WThF----	:30		<del>\$1,000.00</del>	NM		
	Credited											
14	WAVE	10/17/12	10/19/12	WAVE 3 @ 7 PM	M-F 6:58-7:27 PM		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$600.00			
15	WAVE	10/17/12	10/19/12	NBC Today Show	7-9am		:30			NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$425.00			
16	WAVE	10/17/12	10/19/12	WAVE 3 News 730-8pm (M-FM-F 7:30-8:00 PM)			:30			NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$475.00			
17	WAVE	10/17/12	10/20/12	Late News M-Sat	11-1136pm		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				2	\$450.00			
18	WAVE	10/20/12	10/20/12	WAVE Saturday Sunrise 5am	5-6am		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1-				1	\$75.00			
19	WAVE	10/21/12	10/21/12	Late News Following NFL	Late News Followir		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$375.00			
20	WAVE	10/21/12	10/21/12	WAVE 3 News 6pm-Sun	6-630pm		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$450.00			
21	WAVE	10/21/12	10/21/12	WAVE Sunday Sunrise 7a	7-8am		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$150.00			
22	WAVE	10/23/12	10/23/12	Tuesday Hour 1	The Voice Tue 8-9p		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$2,000.00			
23	WAVE	10/23/12	10/23/12	Tuesday Hour 2	Go On/ New Norm:		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$750.00			
N 24	WAVE	10/21/12	10/21/12	NBC Nightly News	NBC Nightly News		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$1,000.00			
N 25	WAVE	10/22/12	10/23/12	WAVE 3 News 530-6pm	530-6pm		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MT-----				2	\$500.00			
<b>Totals</b>											<b>34</b>	<b>\$14,960.00</b>

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<u>Contract / Revision</u>	<u>Alt Order #</u>
836002 /	06373746

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/17/12 - 10/23/12	SENATE MAJORITY PA	2079

<u>Advertiser</u>	<u>Original Date / Revision</u>
Majority Pac	10/17/12 / 10/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	<u>Totals</u> Spots Amount	
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Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/23/12	34	\$14,960.00	\$12,716.00
<b>Totals</b>	<b>34</b>	<b>\$14,960.00</b>	<b>\$12,716.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Mike Furman  
do hereby request station time concerning the following issue:

Majority PAC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As	ordered			

**Total Charges:**

This broadcast time will be used by: Majority PAC

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

Yes
  No



## AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
As ordered					

**Total Charges:**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.